

Part 1: "Elevator" Introduction

DUUL (duel) is a software platform for video gamers and a video gaming experience consultant that gives companies access to the 180 million amateur competitive video gamers worldwide by create gravity around their brand with high value online engagements.

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why?

There are 180 million eSports spectators and players worldwide, and brands, investors, and Professional sports teams/players spent \$3 billion in advertising and investment dollars to create infrastructure to reach this audience. A popular live streaming website strictly for gamers to stream their live gameplay (twitch.tv) sold to Amazon for \$974M dollars in 2014, and there have been countless acquisitions since. TBS (a cable network) Launched E-League in 2016 to showcase eSports (video gaming competitions) as well. Where brands are struggling is in how to reach their target demographic within gaming outside of high-dollar event sponsorships and impression advertising.

Is this market growing? How fast?

eSports has attracted ~\$750M in funding since 2011 and the total video game advertising revenue generated was \$4.9B in 2016. [Professional basketball and soccer clubs are acquiring and investing in](#) eSports teams to hedge against the declining viewership numbers in traditional sports. This year the Staples center, home of the LA lakers sold out for the League of Legends (largest game in the world by monthly active users) 2016 World Championship in under 18 minutes. eSports advertising revenues were \$500m in 2016 and expected to double to 1.1B by 2018.

Who is in the market already? What is the nature of competition – direction, indirect, substitutes?

Currently, there are few options for brands to reach the amateur video gamer to create a great experience. Usually, these brands latch on to channels like owning or sponsoring professional teams, world championship sponsorships, or by sponsoring online tournaments through platforms such as Battlefy and Facit.

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.

DUUL's customers are brands seeking to create an association of their product or service to eSports for which they can continue to reach their core demographic in gaming. This core demographic based on DUUL's user base is 16-30 year old males and females playing eSports video game titles. DUUL has sold advertising packages to endemic companies that offer direct value to eSports gamers in 2016 with further plans to continue sales to larger electronics manufacturers, fast-food companies, energy drink companies, etc. toward the end of 2017.

Describe how you win customers today. Describe your future customer acquisition strategy.

DUUL uses leaderboard contests and influencer marketing through Youtube, Facebook, and Instagram to capture eSports gamers. (10,000 users from September to December). To acquire sponsors and advertisers, DUUL uses attending major trade shows, linkedin prospecting, and live event partners to reach decision makers of brands involved in the eSports market. With our content strategy launching in 2017, we have also created a marketplace where companies interested in using DUUL can order eSports engagements and services without talking to a sales representative. Long-term, we would like someone to have the capability to purchase an advertising package much like they would a facebook advertising campaign in a self-service oriented way.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any?

DUUL has several channel partners with gaming influencer agencies, online tournament organizers, and is aligning with a company called [UltimateMedia.ventures](#) to grow advertiser relationships and live event sponsorship packages. Secondly, we are evaluating several acquisitions of high traffic websites that contain useful content for gamers to expand our advertising capabilities, and add additional features and value to our users as well as our advertisers.

Part 4: Technical Product Description and Plan

Briefly describe your product or service.

DUUL as a software company creates leaderboard contests, giveaway contests, head-to-head matches, guides for improving skill levels and statistical analysis of game play. DUUL also allows gamers to compete against their favorite gaming influencers to win prizes and sponsorships just like professional gamers. DUUL accesses game information through an API that is exclusive to only 3 companies on League of Legends. As an eSports engagement consultant, DUUL uses influencer attention and eSports contests to create gravity around a particular brand's product or service with exclusive live streaming access around the gaming influencer and relevant pricing.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)

DUUL launched in April of 2016 and has been running contests since September of 2016. Since launching contests, we have gathered over 300,000 games worth of data, onboarded 10,000 users and paid out over \$25,000 worth of prizes to users. In some advertising campaigns, we have seen click through rates as high as 55% (based on entries into DUUL contest) and conversion of 40% on click to the advertisers service. DUUL will continue to seek to improve its retention strategies to keep user acquisition cost down (current avg. UAC is \$1.25)

Describe the remaining product development risks and your plans to overcome them.

Product development risks include expansion to games that may not have an open API (data access). DUUL will have to develop business and partnership relationships in order to expand its audience to these games. This is the case for about one-fourth of the competitive titles in the market.

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).

For advertisers, the only solutions for reaching gamers in a specific core demographic is to run very expensive pre-roll advertising on twitch (upwards of \$50k), sponsor professional teams or the large events they play in, or run online tournaments that can take up to two days for a maximum of 512 participants. DUUL's advantage is that we can host engagements of thousands of gamers for a few hours or for weeks at a time with little overhead. DUUL targets the 180 million amateur gamers online rather than the few hundred or thousand that are able to attend in person events for much cheaper, and with greater value to more gamers.

Describe your company's current intellectual property status and plans for the future.

DUUL has trademark on its brand name and will look to issue patents on data analysis for the games played by its users.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.?

Some of the Non-IP barriers include Partnerships with large media companies like Ultimatemedia.ventures in the esports events and content space and exclusive access to the League of Legends API.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?

DUUL has limited the amount of companies that have access to the League of Legends tournament and API service (currently one of three companies, with applications for access shut down). One of the next risks will be in gaining access or exclusive access to more games. An additional risk is not having exclusive contracts with our gaming influencers in our network. We are seeking ways to architect our agreements to better protect our advertisers from brand conflicts when employing influencers.

Briefly list and describe your key team members.

Gabriel Kruse, CEO - ASU Technology Entrepreneurship and Management, 4 years startup exp., Sales and Growth marketer
Aaron Pantoja, Chief of Product - ASU Technology Entrepreneurship and Management, 6 years startup exp., Software engineer
Jose Molina, Senior Engineer – 13 Years software experience

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?

Holes in our leadership team are mostly centered around developing sales strategy to large non-endemic brands. Our sales strategy in the gaming relevant companies has been relatively fluid, but in order to scale, we intend to find a Sales person willing to develop and implement this strategy in a small team. We are also seeking a user experience and design person to help us create more friendly dashboards for the functionality we are creating for brands to measure their ROI and for Gamers to monitor their game analysis.

Briefly list and describe your key advisors, and their contributions to date.

Kevin Malik, Advisor/Investor – Former CIO at .IO
Raj Rajkotia, Advisor – Chief Cloud architect @ Riot Games (League of Legends Publisher)
Rajan Hansji, Investor/Board member – Tallwave-Hightide Accelerator founder, 2012 Marriot Hotelier of the year
Susan Koehler, Investor – Formerly 10 years at Microsoft, Former VP of Sales and Marketing at Infusionsoft
Brent Capello, Advisor – Serial Entrepreneur: eSports apparel, influencer marketing, Nanotechnology